

Message Text

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TO AMEMBASSY BANGKOK

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TAGS:BEXP: TH

SUBJECT: COUNTRY COMMERCIAL PROGRAM FOR THAILAND,
FY 1979 GUIDANCE

REF: (A) BANGKOK 6398 (0) STATE 44899 (C) STATE 000118

1. THE FOLLOWING ADDRESSES THE PRELIMINARY FY 1979 CCP CONVEYED BY REFTEL A IN RESPONSE TO STATE 44899. IT IS PROVIDED AS GUIDANCE TO ASSIST IN FORMULATION OF THE MISSION'S DRAFT CONTRIBUTIONS FOR FY 1979 PURSUANT TO REFTEL C.

2. AS THAILAND MOVES INTO ITS SECOND FULL YEAR UNDER THE NEU FIVE YEAR PLAN, THE GOVERNMENT WILL BE WORKING TO IMPLEMENT THE MANY DIFFERENT PROJECTS ON IRRIGATION, RURAL DEVELOPMENT AND POWER GENERATION, ALL AIMED AT IMPROVING THE CONDITION OF THE RURAL POPULATION. THAILAND'S MAJOR FOREIGN EXCHANGE EARNER, RICE, HAS PROBABLY REACHED UNCLASSIFIED

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ITS PEAK EXPORT GROWTH, STILL, DEVELOPMENT OF THE AGRO-INDUSTRY IN THAILAND SHOULD PROVIDE NEW SOURCES OF FOREIGN EXCHANGE TO PAY FOR THIS FOURTH FIVE YEAR PLAN. THIS GROWTH IN THE AGRICULTURE SECTORS COMBINED WITH LOANS FROM INTERNATIONAL ORGANIZATIONS, FOREIGN GOVERNMENT

AGENCIES AND LOANS ON THE INTERNATIONAL MONEY MARKETS,

SHOULD PROVIDE THE FINANCING NECESSARY TO SUPPORT GOVERNMENT PROGRAMS AND PAY FOR THAILAND'S TRADE DEFICIT.

3. TO TAKE ADVANTAGE OF THE PROPOSED DEVELOPMENT OF THE AGRO-INDUSTRY, AN AGRIBUSINESS EQUIPMENT EXHIBITION HAS BEEN SCHEDULED FOR FEBRUARY 1979. THE MAIN PURPOSE OF THIS EXHIBITION IS TO INTRODUCE AGRICULTURE AND FOOD PROCESSING AND PACKAGING EQUIPMENT TO AN INDUSTRY WHICH THE THAI GOVERNMENT IS MOST HOPEFUL OF DEVELOPING. WE AGREE WITH EMBASSY ASSIGNING THIS CAMPAIGN NUMBER ONE PRIORITY.

4. IN SUPPORT OF THE CAMPAIGN ON MEDICAL AND HOSPITAL EQUIPMENT SUPPLIES AND APPARATUS, A CATALOG SHOW HAS BEEN SCHEDULED FOR NOVEMBER 1978. WE ARE CONFIDENT THIS ACTIVITY WILL PROVIDE U.S. SUPPLIERS WITH AN EXCELLENT ENTRY INTO A RAPIDLY GROWING MARKET.

5. WE APPRECIATE POST'S INITIATIVE IN IDENTIFYING FOREIGN TRADERS INDEX AT THIS EARLY STAGE.

6. SUGGEST THAT FOREIGN BUYERS PROGRAM BE LISTED AS A SEPARATE ACTIVITY, AS IN FY 1978 CCP.

7. REQUEST POST DDIDENTIFY GEOPHYSICAL AND MINERAL PROSPECTING EQUIPMENT TRADE MISSION SEMINAR AND ELECTRIC POWER UNCLASSIFIED

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EQUIPMENT SEMINAR MISSION AS A SINGLE OSPE ACTIVITY. THIS

COULD BE DONE LIKE ACTIVITY NUMBER TWO IN THE FY 1978 CCP.

8. WE AGREE WITH MAJOR PROJECTS BEING ASSIGNED NUMBER TWO PRIORITY FOR 1979. NOT ONLY IS THIS AN IMPORTANT AREA DUE TO THE MASSIVE PROGRAMS UNDER THE FIVE YEAR PLAN, BUT THE POTENTIAL OFFERED BY THE GAS PIPELINE, THE NUCLEAR PLANT, THE STEEL PLANT, THE NEW PORT AND THE ASEAN PROJECT IN THE NORTHEAST ARE ALL PROJECTS OF THE FIRST MAGNITUDE AND DESERVE CLOSE ATTENTION AND REPORTING.

9. POST EXPERIENCE AND CURRENT EMBASSY CAPABILITIES ADLEAD US TO BELIEVE THE EMBASSY IS ABLE TO PREPARE APPROXIMATELY FOUR POST-CONDUCTED MARKET RESEARCH BRIEFS A YEAR. THESE BRIEFS WILL BE USED IN SUPPORT OF USDOC-SPONSORED TRADE ACTIVITIES AND TO ANSWER THE NEED OF THE U.S. BUSINESS COMMUNITY FOR RELIABLE MARKET INFORMATION ON SELECTED INDUSTRIES IN THAILAND.

10. WHILE CAMPAIGN NUMBER THREE, CONSTRUCTION AND

MINING EQUIPMENT, IS AN ACCEPTABLE CAMPAIGN FOR POST'S EFFORTS, USDOC SUGGESTS THE CAMPAIGN BE EXPANDED TO INCLUDE MINERAL PROCESSING EQUIPMENT. ALSO, IN LIGHT OF RECENT MARKET RESEARCH BRIEF ON BUILDING PRODUCTS AND EQUIPMENT WHICH SHOWED A DECREASING MARKET FOR IMPORTED PRODUCTS, WE ASSUME CAMPAIGN WILL CONCENTRATE ON HEAVY CONSTRUCTION EQUIPMENT RATHER THAN BUILDING PRODUCTS.

11. WE ARE PLEASED TO NOTE THAT POST PREPARED TO UNDER-TAKE TO PROMOTE ATTENDANCE AT SINGAPORE IMC. THIS IS DIRECTLY IN ACCORD WITH CONCEPT OF THAT FACILITY AND IN LINE WITH ACTIONS CONTEMPLATED BY OTHER CCP/CAP COUNTRIES IN THE IMC'S REGION. WE RECOGNIZE THAT PARTICULAR EMPHASIS WOULD BE GIVEN THE SINGAPORE EVENTS
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ESPECIALLY SIGNIFICANT FOR THE COMMERCIAL EFFORT IN THAILAND AND ANTICIPATE YOUR DRAFT CCP PROPOSALS WILL DELINEATE IN THIS ACTIVITY THOSE MEASURES YOU EXPECT TO BE ABLE TO UNDERTAKE.

12. INVESTMENT PROTECTION AND FACILITATION SHOULD AGAIN BE ONE OF OSPE ACTIVITIES. DESCRIPTION/JUSTIFICATION SHOULD REFER TO ALL POST ACTIVITIES OF THIS KIND, NOT SOLELY PREPARATION OF ANNUAL INVESTMENT CLIMATE REPORT, AND ACTIVITY SHOULD BE ASSIGNED COMMENSURATE PRIORITY.

13. WE WOULD LIKE YOU TO GIVE SOME THOUGHT TO POSSIBLE UTILITY OF FURTHER REPORTING ON TRADE PROMOTION/INVESTMENT PROTECTION EFFORTS OF THIRD COUNTRIES IN THAILAND I.E. TRADE PROMOTION STRATEGIES AND LEVERAGE THAT THIRD COUNTRIES USE EFFECTIVELY. WE DO NOT WANT TO BURDEN YOU WITH CATALOGUING ROUTINE PROMOTIONAL EVENTS. RATHER IT WOULD BE USEFUL TO HAVE UP TO DATE HARD INFORMATION ON THE REASONS WHY JAPAN AND OTHER THIRD COUNTRIES HAVE SUCCESSFULLY CAPTURED HOST COUNTRY MARKETS, PARTICULARLY BY THOSE WHERE U.S. PRODUCTS APPEARED COMPETITIVE. SUCH INFORMATION COULD HELP FOCUS ON-GOING U.S. EXPORT PROMOTION EFFORTS AND COULD BOLSTER THE U.S. POSITION ON ISSUES WE WISH TO RAISE WITH OUR TRADING COMPETITORS, E.G. IN OUR CONTINUING DISCUSSION OF TRADE MATTERS WITH JAPAN. IF YOU AGREE THAT SOME INVESTMENT OF TIME WOULD BE WORTH- WHILE FOR THIS PURPOSE, REQUEST YOU ALLOW FOR IT IN CCP.

14. SUGGEST YOU SEND INFO COPIES OF DRAFT CCP TO EMBASSIES SINGAPORE, KUALA LUMPUR, AND JAKARTA WHEN YOU TRANSMIT TO WASHINGTON. CHRISTOPHER

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